

# Management System: Communications and Public Affairs

## Subject Area: Media Relations

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### 1.0 Introduction

This subject area applies to the Environmental Management Consolidated Business Center (EMCBC) Director, EMCBC Public Affairs; and the EMCBC Site Office Public Affairs Staff involved in the processes and procedures used in preparing and coordinating the approval of press releases; coordinating media inquiries received at the field level with U.S. Department of Energy (DOE) Headquarters (HQ) Office of Communication and External Affairs (EM-3); conducting effective emergency public information operations related to emergency planning and events.

### 2.0 Contents

Procedures	Procedure Content
<a href="#">1. Managing Media and Media Related Inquiries</a>	<ul style="list-style-type: none"><li>• Determining how to handle calls from reporters.</li><li>• Coordinating with the supporting Public Affairs organization.</li><li>• Preparing the response.</li><li>• Coordinating review of the proposed response.</li><li>• Delivering the answer to the reporter.</li></ul>
<a href="#">2. Coordinating Media Outreach and Interactions</a>	<ul style="list-style-type: none"><li>• Determining how and when to announce DOE action.</li><li>• Identifying the proper methods and venues for press release.</li><li>• Coordinating the review of the proposed action and materials for the announcement.</li></ul>
<a href="#">3. Coordinating and Approving News Releases</a>	<ul style="list-style-type: none"><li>• Reviewing and approving the process for coordinating media releases.</li><li>• Reviewing and approving the DOE Field Office</li></ul>

Procedures	Procedure Content
	media releases.
<a href="#">4. Responding to Emergency Public Affairs</a>	<ul style="list-style-type: none"> <li>• Preparing for media interactions during an emergency.</li> <li>• Distributing information about an emergency to appropriate audiences.</li> <li>• Coordinating the review of information to be released.</li> <li>• The Public Information Officer (PIO) role in an emergency.</li> </ul>

### 3.0 Exhibits/Forms

None

### 4.0 Related Information

- [DOE G 151.1-4](#), *Response Elements, Emergency Management Guide*, dated 07/11/2007
- [Memorandum from Dan Leistikow, Director, Office of Public Affairs, to Heads of Departmental Elements](#), titled "[Best Practices for Review of DOE Public Communications Publications](#)," dates 08/31/2010

### 5.0 Requirements

Document	Title
<a href="#">DOE O 151.1C</a>	<i>Comprehensive Emergency Management System</i>
<a href="#">DOE M 515.1-1</a>	<i>Advisory Committee Management Program</i>
<a href="#">Memo Garman (01/20/2006)</a>	<i>Memorandum from David K. Garman, Under Secretary for Energy, Science, and Environment, to the Heads of Energy, Science, and Environment Departmental Elements, titled 72-Hour Prior Notification, dated 01/20/2006</i>

## 6.0 Definitions

### [Definitions](#)